

# NORTH BALDWIN CHAMBER OF COMMERCE

## 2019 AT A GLANCE

MEMBERSHIP

**309**

MEMBERS

**33**

NEW MEMBERS

**91%**

RETENTION OF EXISTING MEMBERS

**\$232**

AVERAGE DUES PAID PER MEMBER

**\$723**

ORGANIZATIONAL COST PER MEMBER BENCHMARK

**311% ROI**

ON YOUR MEMBERSHIP



**24** MEMBER FOCUSED EVENTS

WITH MORE THAN **800** ATTENDEES COMBINED



Introduced Health Benefits Program available to chamber members in partnership with Iron ReHealth, CCAA and VIVA HEALTH.



Baldwin County Chamber Coalition formed in January 2019 representing all 5 Baldwin County Chambers.

Created first joint, Baldwin County Legislative Agenda representing 3,600 Business Members and 75,000 employees



#LocalLikeMe Lily continued to make her way around North Baldwin throughout the year, encouraging residents to #Shop #Eat and #Play #LocalLikeMe.



COMMUNITY EVENTS PRODUCED



2nd Annual Crawfish Cook Off (Cancelled due to weather)

WFC Qualifying Chef's Showdown (originally scheduled for Crawfish Cook Off)



8th Annual Delta Dash (Sold Out Event, more than 600 Participants all in a new location at Live Oak Landing)

Annual Veterans Day Festivities (Breakfast, Parade, Eternal Flame Ceremony and Korean War Memorial Ceremony)



37th Annual Christmas Festival (moved 'home' to Courthouse Square, sold more than 100 vendor spaces, one day show, twilight parade with over 75 entries)

COMMUNITY DEVELOPMENT NOTES



Moved 2 Major Events to New Locations (Delta Dash & Christmas Fest)

Promoted Community Events that were not Chamber Produced (City, Members, Civic Clubs, Etc)



**501c3** North Baldwin Chamber Foundation continues to serve as the designated nonprofit for Community Development

Bay Minette in Bloom Hanging Basket Campaign presented \$4,710 to the City of Bay Minette for Beautification Projects



L&N Depot Restoration Completed, thanks to partnerships between the City of Bay Minette, NBU and the North Baldwin Chamber of Commerce.

# EDUCATION & WORKFORCE DEVELOPMENT



**600+**

# OF 8TH GRADE STUDENTS HOSTED AT 2019 CAREER HORIZONS EXPO



**44**

# OF JUNIOR AMBASSADORS STUDENTS SINCE 2014



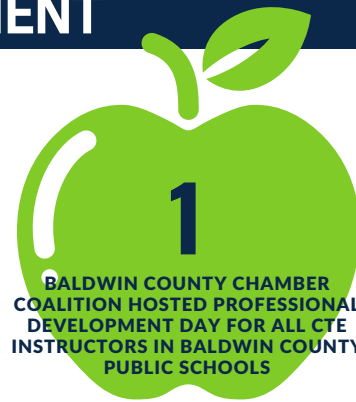
**\$10,250**

SCHOLARSHIPS AWARDED THROUGH YOUNG PROFESSIONALS AND JUNIOR AMBASSADORS



**10**

CHAMBER MEMBER SCHOOLS (8 PUBLIC, 2 PRIVATE)



**1**  
BALDWIN COUNTY CHAMBER COALITION HOSTED PROFESSIONAL DEVELOPMENT DAY FOR ALL CTE INSTRUCTORS IN BALDWIN COUNTY PUBLIC SCHOOLS

**ECONOMIC DEVELOPMENT**



**2,500+**

Page views for [www.DiscoverNorthBaldwin.com](http://www.DiscoverNorthBaldwin.com)

Most Popular Pages: Landings, Weddings, Historical Sites, Fishing & Hunting

**30**

Average # of visitors to chamber office per week in 2019

**\$2,500**

Grant from the Gulf Coast RC&D Council to updated DNB brand, allowing the chamber to distribute 2,250 rack cards, 935 magazines and 75 maps to all 8 welcome centers in Alabama, and the Mobile and Pensacola Airports in 2019

Continued Partnerships with the City, County, Baldwin County EDA, Industrial Development Board and local utility providers to encourage business growth and development to compliment existing business and industry

Renewed Retail Recruitment contract with NextSite for statistics and reporting, marketing materials and representation at retail conferences.

Continue to provide administrative services to the Bay Minette Industrial Development Board



Partnered with 10 Chambers of Commerce and Coastal Alabama Partnership to host the Coastal Alabama Elected and Business Leadership Legislative Trip to Montgomery, and the Coastal Alabama Legislative Reception on May 15th, 2019.

[www.NORTHBALDWINCHAMBER.com](http://www.NORTHBALDWINCHAMBER.com)

**58,216**

Website page views in 2019 (averaging 4,851 page views each month)

**TOP 5**  
PAGES VISITED

Home Page, Delta Dash, 37th Annual Christmas Festival, Calendar and Members

**TOP 10**  
USER CITIES

Atlanta, New Orleans, Bay Minette, Mobile, Daphne, Fairhope, Foley, Spanish Fort and Orlando

**SOCIAL MEDIA**



3,365 followers  
17% increase over 2018



979 followers  
20 % increase over 2018



108 followers  
20 % increase over 2018



33,113 total impressions in 2019



2018-2022



ALABAMA ACCREDITED CHAMBER OF COMMERCE